

WFSB-TV
11/5-11/6 (to 9am)

MARKET: Hartford/New Haven
 TARGET DEMO: ADULTS 35+
 CLIENT: Friends of Chris Murphy

SCHEDULE DATES:
 # OF WEEKS or FLIGHTS IN SCHEDULE: 1
 REMARKS:
 Order # 498766

DATE: 10-Oct-12
 FILE: TVPW

STATION		DAYS	TIME PERIOD	D/P	PROGRAM	RATE	TAR CPP	RTG	# SPOTS	AVG CPP	TOT GRPs	TOT COST	TAR RATE	TOT COST	TOT TAR COST
												WEEKLY TOTALS:			
												SCHEDULE TOTALS:	154.1	\$	\$ 57,050.00
WFSB	M-F		430-5A	M	News	850.00		1.8	3	\$333.33	5.4	\$1,800.00			
WFSB	M-F		5-530A	M	News	850.00		2.8	3	\$283.10	8.7	\$2,550.00			
WFSB	M-F		530-6A	M	News	1,300.00		4.8	3	\$282.81	13.8	\$3,900.00			
WFSB	M-F		6-630	M	News	1,500.00		4.8	3	\$395.83	14.4	\$5,700.00			
WFSB	M-F		630-7	M	News	1,900.00		5.6	3	\$338.29	16.8	\$5,700.00			
WFSB	M-F		7-9A	E	Early Show	1,300.00		3.5	3	\$371.43	10.5	\$3,900.00			
WFSB	M-F		7-9A	E	Early Show	300.00		3.2	1	\$93.75	3.2	\$300.00			
WFSB	SAT		7-9	L	News	375.00		3.2	-	\$117.19	0.0	\$0.00			
WFSB	SUN		6-7	M	News	500.00		3.5	-	\$142.86	0.0	\$0.00			
WFSB	SUN		9-1030	M	CBS Sunday Morning	1,100.00		5.5	-	\$200.00	0.0	\$0.00			
WFSB	SUN		1030-1130	M	Face the Nation	400.00		2.5	-	\$160.00	0.0	\$0.00			
WFSB	M-F		9-10A	M	Real and Kelly	200.00		2.9	1	\$68.97	2.9	\$200.00			
WFSB	M-F		10-11A	M	Let's Make a Deal	175.00		2.5	1	\$2.00	2.5	\$175.00			
WFSB	M-F		11-12P	M	Price is Right	750.00		3.0	1	\$250.00	3.0	\$750.00			
WFSB	M-F		12-1230	M	Noon News	325.00		4.2	1	\$77.38	4.2	\$325.00			
WFSB	M-F		1230-2P	E	Soaps	300.00		2.6	-	\$115.38	0.0	\$0.00			
WFSB	M-F		2-3P	M	The Talk	200.00		1.7	1	\$117.85	1.7	\$200.00			
WFSB	M-F		3-4P	E	Better CT	200.00		1.8	1	\$111.11	1.8	\$200.00			
WFSB	M-F		4-5P	E	Dr. Oz	400.00		1.2	1	\$233.33	1.2	\$400.00			
WFSB	M-F		5-530P	L	News	3,200.00		6.8	2	\$470.59	13.6	\$6,400.00			
WFSB	M-F		530-6P	-	News	3,200.00		7.2	2	\$444.44	14.4	\$6,400.00			
WFSB	M-F		6-630	-	News	3,800.00		7.4	2	\$513.51	14.8	\$7,500.00			
WFSB	SAT		8-830	-	News	700.00		3.1	-	\$225.81	0.0	\$0.00			
WFSB	M-F		7-730P	-	Inside Edition	1,500.00		5.0	1	\$300.00	5.0	\$1,500.00			
WFSB	M-F		730-8	-	Entertainment Tonight	1,500.00		4.4	1	\$340.91	4.4	\$1,500.00			
WFSB	SAT		330-7	-	NCAA Football	150.00		1.0	-	\$150.00	0.0	\$0.00			
WFSB	M-F		1134P-1235	-	Letterman	950.00		2.0	1	\$475.00	2.0	\$950.00			
WFSB	M-SU		11-1135P	-	Late News	3,300.00		4.9	2	\$673.47	9.8	\$6,600.00			
WFSB	MON		8-9P	M	How I met your Mother/Partners	10,500.00		5.4	-						
WFSB	MON		9-10P	M	12 broke Girls/Mike & Molly	13,000.00		6.8	-						
WFSB	Mon		10-11P	M	Hawaii 5-0	9,500.00		8.0	-						
												37	\$370.21	154.1	\$57,050.00
															\$0.00

REPORT PREPARED BY: Message and Media
 CONFIDENTIAL

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Message & Media Inc
Attention: Leah Casterlin
100 Albany Street, Suite 200B
New Brunswick, NJ 08901
USA

<u>Contract / Revision</u> 498766 /		<u>Alt Order #</u>
<u>Product</u> November 5-November 6, 2012		
<u>Contract Dates</u> 11/05/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> Friends Of Chris Murphy		<u>Original Date / Revision</u> 11/05/12 / 11/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WFSB	<u>Account Executive</u> House- National	<u>Sales Office</u> House-National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WFSB	11/05/12	11/06/12	430A EYEWITNESS NEWS	430-5A		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				3	\$600.00			
2	WFSB	11/05/12	11/06/12	Eyewitness News	5am - 5:30am		:30			NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				3	\$850.00			
3	WFSB	11/05/12	11/06/12	Eyewitness News	5:30a - 6am		:30			NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				3	\$1,300.00			
4	WFSB	11/05/12	11/06/12	Eyewitness News	6am - 6:30am		:30			NM	3	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				3	\$1,900.00			
5	WFSB	11/05/12	11/06/12	Eyewitness News	6:30am - 7am		:30			NM	3	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				3	\$1,900.00			
6	WFSB	11/05/12	11/06/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				3	\$1,300.00			
7	WFSB	11/05/12	11/05/12	9am-10am	9am - 10am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$200.00			
8	WFSB	11/05/12	11/05/12	10am-11am	10am - 11am		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$175.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	11/05/12-11/11/12	10am-11am	10am - 11am	M-----	:30		\$175.00	NM		
				Credited								
9	WFSB	11/05/12	11/05/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$750.00			
10	WFSB	11/05/12	11/05/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$325.00			

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Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 498766 /		<u>Alt Order #</u>
<u>Contract Dates</u> 11/05/12 - 11/06/12		<u>Product</u> November 5-November 6
<u>Advertiser</u> Friends Of Chris Murphy		<u>Estimate #</u>
		<u>Original Date / Revision</u> 11/05/12 / 11/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 11	WFSB	11/05/12	11/05/12	M-F CBS Soaps	1230-2p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	11/05/12-11/11/12	M-F CBS Soaps	1230-2p	M-----	:30		\$300.00	NM		
	See MG 11.2											
	2	WFSB	11/06/12-11/06/12	CBS: THE EARLY SHOW	7am - 9am	-Tu-----	:30		\$300.00	NM		
	⑩ MG for 11.1 11/05											
12	WFSB	11/05/12	11/05/12	M-F The Talk	2-3p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$200.00			
13	WFSB	11/05/12	11/05/12	3pm-4pm Syndication	2:58pm-4pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$200.00			
14	WFSB	11/05/12	11/05/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$400.00			
15	WFSB	11/05/12	11/05/12	Eyewitness News	5pm - 5:30pm		:30			NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$3,200.00			
16	WFSB	11/05/12	11/05/12	Eyewitness News	5:30pm - 6pm		:30			NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$3,200.00			
17	WFSB	11/05/12	11/05/12	Eyewitness News	6pm - 6:30pm		:30			NM	2	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$3,800.00			
18	WFSB	11/05/12	11/05/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,500.00			
19	WFSB	11/05/12	11/05/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,500.00			
20	WFSB	11/05/12	11/05/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$950.00			
21	WFSB	11/05/12	11/05/12	Eyewitness News	11PM - 11:35PM		:30			NM	2	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$3,300.00			
22	WFSB	11/05/12	11/05/12	Hawaii 5-0	10pm - 11pm		:30			NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$6,000.00			
Totals											37	\$62,875.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	37	\$62,875.00	\$53,443.75
Totals	37	\$62,875.00	\$53,443.75

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WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #
498766 /	

Contract Dates	Product	Estimate #
11/05/12 - 11/06/12	November 5-November 6	

Advertiser	Original Date / Revision
Friends Of Chris Murphy	11/05/12 / 11/05/12

Signature: _____ Date: _____

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